

**STATE BAR OF MICHIGAN
2011-2012 COMMITTEE ANNUAL REPORT**

Article VI § 6, Bylaws of the State Bar of Michigan

No later than May 1 of each year, the chair of each committee and subentity of the Bar, with the assistance of the staff liaison, shall report to the Executive Director on a form provided by the State Bar on the activities and accomplishments of the committee or subentity.

Committee Name: Standing Committee on Membership Services

Jurisdiction: Evaluate and make recommendations concerning the selection, retention, development and marketing of State Bar services and products. Make recommendations concerning programs and services to meet the needs and interests of lawyers in the Upper Peninsula. The membership of the committee shall include at least one member from the Upper Peninsula of Michigan

Chairperson and Committee Members:

Officer	Name	Address	Telephone	Email
Chairperson	Mary Chartier-Mittendorf	403 Seymour Avenue Lansing, MI 48933	(517) 482-2000	mary@alanechartier.com
Staff Liaisons	Nancy Brown Kari Thrush	306 Townsend St, Lansing, MI 48933	(517) 346-6350 (517) 346-6371	nbrown@mail.michbar.org kthrush@mail.michbar.org
Commissioner Liaison	Thomas C. Rombach	51249 Washington St New Baltimore, MI 48047-1564	(586) 725-3000	tomrombach@aol.com

Members	Advisor/Other
Shawn P. Eyestone	Lynn P. Chard - Advisor
LaNita R. Haith	
Sarah E. Henderson	
Scott L. Mandel	
Michelle Marie McLean	
Richard J. Muzingo	
Linda J. Tortorice	
Hon. Cynthia Thomas Walker	

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Committee Meeting Schedule:

Please attach any additional information needed regarding Committee meetings as an addendum.

Meeting Type	Date	Location
Description		
Committee Meeting	11-10-2011	Conference Call
<i>- Yearly review of all programs and discussed new programs for consideration.</i>		
Committee Meeting	1-25-2012	Conference Call
<i>- Rescheduled from 1-19-2012. Discussed new programs, programs in process, and how to promote programs.</i>		
Committee Meeting	2/23/2012	Conference Call
<i>- Did not have quorum, meeting cancelled. Vote on new programs done electronically.</i>		
Committee Meeting	3/20/2012	Conference Call
<i>- Did not have quorum, meeting cancelled.</i>		

Resources provided by the State Bar of Michigan in support of committee work:

The Membership Services Committee has worked with two amazing State Bar Liaisons, Kari Thrush and Nancy Brown. It is an understatement to say that they have been a vital part of our committee efforts. In addition, Amy Castner has performed administrative assistance in scheduling meetings and circulating information to committee members for our meetings. Through the collective efforts of our Staff Liaisons and Ms. Castner, they have ensured preparation of meeting agendas, minutes, and detailed reports, and they have gathered information to facilitate committee meetings. They have promptly, thoroughly, and tirelessly responded to action items articulated during our meetings to facilitate further committee action. Without their work and those of others at the State Bar, the Committee would be unable to effectively serve State Bar members. It is no exaggeration to state that the activities of the Membership Services Committee would not have been possible without the commitment and assistance of Ms. Brown, Ms. Thrush, and Ms. Castner. The State Bar of Michigan is incredibly lucky to have such high-quality staff members, and the Committee sincerely thanks them for their hard work. As Chairperson, I also must personally note that Ms. Thrush is one of the brightest and most dedicated professionals whom I have ever had the privilege to work with. She responds faster than appears to be humanly possible to any request or question. I am not quite sure how she is able to manage everything on her plate, but I would love to know her secret. She is always pleasant and has a great sense of humor. She gently prods me along when needed to make sure everything is on track – no easy feat! She is outstanding. As an attorney and member of the State Bar, I am thrilled that she is one of the staff members responsible for the success of our organization. I cannot state enough how invaluable she is to our Committee’s success.

The activities of the Membership Services Committee were also made possible via the professional conference call services made available through the State Bar. Given the busy business schedules and location of the attorneys serving on our Committee, our meeting schedule would have been very close to impossible without the use of conference calls.

Finally, State Bar staff have routinely provided historical information from records maintained by the State Bar as needed to facilitate the activities of the Membership Services Committee. Thus, we were able to obtain guidance from the past in planning for future programs and services and evaluating State Bar endorsed programs and services.

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Committee Activities:

The Membership Services Committee has held regular meetings to evaluate and make recommendations regarding State Bar endorsed programs and services to meet the needs and interests of members. The busy schedules of members has resulted in difficulties in scheduling meetings and achieving quorum, which is resulting in discussions about non-traditional ways to hold our “meetings” and best achieve our committee’s mission.

An annual review of programs was conducted to guide and inform the Committee. Many of the programs are remaining consistent or seeing a slight decline, likely as a result of economic conditions. Some highlights from the programs are as follows:

The *Budget* car rental program – which began in 2009 – has more than doubled revenue to the State Bar since last year. The *Hertz* car rental program also saw a slight increase in revenue. In turn, the *Avis* car rental program is also still offered and has slightly declined over the years. The end result is that members continue to use all three programs and receive a benefit from having three choices for car rentals.

The State Bar’s free legal research program – *Casemaker* – has over 5000 registered users. The site averages over 3,400 visits per month, indicating a true value to our members.

The *FedEx Shipping Program* has added over 300 users to the program. The number of shipments by members has increased, as well as the revenue to the State Bar. There are over three times the number of shipments by members using *FedEx* as opposed to *DHL*, the former shipping program offered to members.

Members continue to enjoy some wonderful travel options offered by *GoNext Travel*, with revenues relatively consistent with last year’s numbers.

Job Target offers an online job board, which about 200 employers have signed up to use.

The Liberty Mutual Insurance Program – which offers home and auto insurance – saw a significant increase in users. Member participants more than quadrupled due to the insurance program being a new offering for only part of the prior year.

Member usage of *Midwest Transaction Group* – which offers credit card processing – continues to increase. Members are using this program in significantly greater numbers than the former credit card processor offered to members.

Members also continue to regularly use the discount program from *Staples Office Supplies*.

The Committee also voted to approve new programs. *Looking for Space* provides a listing for available office space throughout the state. Members can list available space or search for space to suit their needs. *Ruby Receptionists* provides off-site reception service. This program has been receiving rave reviews from members. The *American Bar Association Retirement Funds Program* will provide an avenue for members to save for their future through 401(k) plans designed for the legal community. *Privacy Data Systems* is an all-in-one online privacy suite that offers a secure way of exchanging and storing confidential information over the Internet, including sending encrypted emails and storing electronic files in cloud storage. The *Dell Discount Program* offers discounts on products, including discounts on laptop and desktop computers. The *Apple Discount Program* also offers discounts on electronic products, including Ipads.

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The Committee is also looking at other programs to assist bar members, including worker's compensation insurance and professional liability insurance.

The Committee also voted not to move forward with certain programs or to discontinue programs. For example, the identity theft protection program was cancelled due to no participation by members in the last two years.

Future Goals and Activities:

The Committee is looking at future programs, such as cellular telephone service discounts, credit card programs, and telephone forwarding services. The Committee is also exploring other programs with an emphasis on helping small firms and solo practitioners. Finally, the Committee is also looking at efforts to help members develop and market their practices, and the Committee will be working with the Practice Management Resource Center to help develop resources for our members

The Membership Services Committee is committed to increasing the awareness of State Bar of Michigan services and programs to members and continuing its efforts to enhance and expand the portfolio of State Bar endorsed programs and services. The Committee is aware of over 500 members who would be willing to participate in future surveys or focus groups regarding new discount programs that the State Bar is considering. The Membership Services Committee is planning to work with this diverse group of members to continue to expand the services and programs offered to members. The Committee also will consider various methods to increase awareness of and market State Bar endorsed programs, including tailoring delivery mechanisms based on member preferences. Specifically, a brochure of programs is being developed and the bar card holder was re-designed to list available programs. The bar card holder was mailed to members with their new cards, and the feedback was very favorable. The Committee will continue discussions and review of these issues as well as others and will offer recommendations consistent with these goals.